

FEBRUARY 2011

CheckUP

From Beulah to Allentown

Snapshots along Dr. Swinfard's
journey, page 6



A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley
Health Network**

PRIDE Stands for Something

I'm proud to lead an organization with our culture



I guess you could say I've come a long way from my roots in rural Missouri, where I attended a one-room schoolhouse. Now I'm leading a complex health network that's home to three hospitals, several community health centers, almost 1,000 primary and specialty care physicians, pharmacy and imaging services—and the list goes on. I have great personal enthusiasm for being named president and chief executive officer, and I vow to work fully and selflessly for our colleagues, community and patients.

I know the last couple years haven't been easy ones for people working in health care, and we are no exception. As the new CEO, I hope to bring new energy to the organization—starting with an increased emphasis on our PRIDE behaviors.

PRIDE is a part of our culture of which I am very proud. That's why I talk about it when I make presentations to future residents. I let them know we take our PRIDE behaviors very seriously—that we are an organization that embraces passion and compassion. Although each of us is evaluated on our PRIDE behaviors annually, I think we can do an even better job of exemplifying them year-round. I don't ever want PRIDE to become just another corporate acronym. I want all of us to embody the words: Privacy, Respect, Involvement, Dignity and Empathy. Through these actions, each and every one of us can be proud of our work, health network, and the various national achievements and recognitions we've garnered through the years.

There is one particular aspect of PRIDE that I'd like to address: Involvement. Through Involvement we commit ourselves to teamwork, collaboration and honest, open communication. I cannot emphasize enough how important teamwork and collaboration are to the future success of our health network. All of us are part of the same team working to provide high-quality care to the people of our community. As the new CEO, I am excited to lead our team. As your leader and as someone committed to embodying the "I" in PRIDE, I promise to communicate honestly and openly with each of you.

I look forward to a bright, successful future together.

*Ronald W. Swinfard, M.D.
President and Chief Executive Officer*

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Creating an Even Better Place to Work

Use our Employee Satisfaction Check-In Survey results to improve our workplace

What makes us a great place to work? You do, of course. That's why for the third time in four years, we conducted an employee satisfaction survey. A total of 5,112 of you (53 percent of our workforce) participated. By taking the survey, you told us where we're strong and where there is room for improvement.

We again asked an independent company, HealthStream, to ask selected questions from our 2009 survey, tabulate our scores, and compare our results with our 2009 scores and the scores of 177 hospitals nationwide. To determine how colleagues feel about their workplace, we used four categories, or key indicators: overall satisfaction, morale, retention and engagement. The survey asked you to agree or disagree with 14 statements related to these categories. If you completely agreed, you gave a score of 5. If you completely disagreed, you gave a score of 1.

Our survey results tell us we're strong overall when compared to other hospitals. However, they also show a trend in which our scores have gradually declined. Here are our scores, and how they compare to our last survey and other hospitals.

Key Indicator	New Survey Score	Previous Survey Score	Percentage of Hospitals We Scored Better Than
Overall Satisfaction	3.72	3.81	63%
Morale	3.79	3.89	67%
Retention	4.32	4.38	86%
Engagement	3.82	3.87	59%

"Declining scores mean colleagues are telling us we can do more to make this a better place to work," says Mary Kay Grim, senior vice president of human resources. "The good news is that in the open-ended question on the survey, colleagues shared innovative ideas to make it happen. That's why we will engage colleagues in how we respond to our latest survey results."

The first thing we'll do is create an Employee Satisfaction Improvement Council. The group will be made up of a cross-section of colleagues—front-line managers, directors and staff. Colleagues from departments that saw an increase in their survey scores also will be present to share how they made their departments better. The group will review colleagues' suggestions from the survey and explore ways we can use the tools we have—like gemba walks, visibility walls and A3 thinking—to enhance work life and improve efficiency.

The survey results give us more useful data to make our health network the best it can be. "Making us a better place to work is not a stand-alone issue,"

Grim says. "If we learn to be more efficient through SPPI, practice AIDET to reduce customer anxiety and listen to colleagues' ideas to make this an even better place to work, we'll create a work environment that's rewarding, challenging and enjoyable."

—Rick Martuscelli

Pills in a Pouch

New pharmacy technology makes taking medication at home easier and safer

Some people's medicine cabinets are filled with different bottles of prescription drugs. Each bottle contains different pills. Some have to be taken in the morning, others after lunch and still more before bed. It can be very confusing, especially to elderly patients, and taking medication improperly can cause health problems. Nationwide, 10 percent of hospital admissions and 23 percent of nursing home admissions are the result of patients' failure to take medications correctly.

New equipment at Lehigh Valley Hospital–17th Street's Health Spectrum Pharmacy helps prevent these unnecessary admissions. "Our automatic tablet packager makes it easier and safer for people taking multiple medications," says pharmacy administrator Brian Lenich.

What is an automatic tablet packager? It's a computerized machine that packages all the pills you need to take in the morning, afternoon, evening and at bedtime in individually wrapped, easy-to-open pouches. Each one is clearly labeled with the date and time of day you should take each pill. "It eliminates the confusion of multiple medication bottles or the need to fill pill organizers, which can be tedious and lead to human error," says pharmacy manager Paul Mattern.

The automatic tablet packager further prevents errors with the use of bar-coding technology. Before the machine is stocked or before pills are dispensed, a bar code is scanned to ensure the correct medication is being used. Plus, pharmacists and technicians sign into the system using fingerprint recognition technology.

It's rare to find an automatic tablet packager in a retail pharmacy. A key benefit of the packager is to enhance the service we provide to patients with HIV. "Medication adherence is vitally important to our patients, because missing doses can lead to serious consequences," says Timothy Friel, M.D., medical director of the AIDS Activities Office.

"The new packager tremendously helps our patients organize their daily medications in a convenient way, optimizing adherence and outcomes."

"People can request this service to get a 30-, 60- or 90-day supply of their medications at Lehigh Valley Hospital–17th Street," Lenich says. "Our packager can accommodate any number of prescriptions you are taking."

The machine will not package liquids, chewable or fragile tablets, certain antibiotics and medications that frequently change dosages. Customers will pay for their prescriptions like they would normally. This service is free for first-time users. A \$10 packaging fee will be charged for each subsequent fill. It's a small price to pay for something that could potentially keep you safe, healthy and out of the hospital.

—Rick Martuscelli

Safety first—Health Spectrum Pharmacy's automatic tablet packager holds up to 320 different medications and is safely stocked by pharmacy technicians like Jasmin Sanchez using bar-coding technology.





The Linen Lads

It's all about consistency—Kevin O'Brien (left) and Keith Brooks tailor linen carts to the needs of each unit. "We know if a unit uses more bed liners than others, so we put them within easy reach," says O'Brien. "The less time caregivers have to search for supplies, the more time they can spend at the bedside."

Kevin O'Brien and Keith Brooks are passionate about consistently doing a great job

Kevin O'Brien and Keith Brooks have run the linen services department at Lehigh Valley Hospital–Muhlenberg for the past 20 years. Although the hospital has nearly doubled in size during that period, the two of them have been able to handle the additional linen requirements. What's the secret to their success? They have a passion for consistency and efficiency.

During his 23 years with our health network, O'Brien has taken just one sick day. His colleague, Brooks, has never taken a sick day in 10 years. "Seven days a week, one or both of us are here to prepare the fresh bed linens, deliver them to each unit and collect the soiled ones," O'Brien says. "When one of us takes time off, we cover for each other so the units know when the linens are coming and what to expect. It's a great system we have."

They don't wash the linens, but the service they provide is just as important. "Every day, we create the bundles of linens and linen carts by hand," O'Brien says. "We've been doing it for so long that we rarely miss anything on the carts. We're consistent. The units know exactly what will be on the carts and where on the cart the linens will be."

It's this consistency and efficiency of delivering the linens on time each day that makes these partners almost invisible. Their passion for getting the job done right is why you rarely see or hear from them. "If we never hear from the units, it's because we're doing our job right," Brooks says. "No news is good news."

A part-time colleague was recently added in the linen services department to cover holidays. Instead of working every other holiday, O'Brien and Brooks now only have to work every third holiday. "It's a nice change of pace," O'Brien says. After more than 30 years of collective service, the linen lads deserve a more consistent holiday break.

—Matthew Burns

A Passion for Collaboration, Compassion

Ron Swinfard, M.D., leads
Lehigh Valley Health Network

When Ron Swinfard, M.D., first arrived at Lehigh Valley Health Network, he was amazed by our friendly, welcoming culture. Throughout his past seven years as our chief medical officer, he'd frequently hear that sentiment from others. "I read it in complimentary letters and e-mails, and hear it in phone calls and conversations," he says. "People tell me about the wonderful care, compassion and warmth they've experienced."

Swinfard, who became our health network's president and chief executive officer in late November following the resignation of Elliot Sussman, M.D., vows to continue our commitment to high-quality, compassionate care. "We have a high-technology environment with excellent facilities and a caring, compassionate staff," he says.

Collaboration for our community

Colleagues will not see "big changes" in the way the health network operates, but will see more partnerships with other local health care providers. "Health care reform calls for a focus on population health," Swinfard says. "That means working together to keep people out of the hospital and build a healthier community."

To accomplish that goal, we've partnered with the Pool Trust and three area hospitals—Good Shepherd, St. Luke's and Sacred Heart—to create Neighborhood Health Centers of the Lehigh Valley at two Allentown locations (Casa Guadalupe and The Caring Place). This partnership provides primary care to 10,000 patients, many without health insurance. It's the first center in our region to be designated a federally qualified health center look-alike, designed to help people in underserved areas.

To better understand our community needs, all four partners soon will conduct a Community Needs Survey. It will ask questions about topics such as disease prevention, neighborhood violence, car crashes—anything that might impact someone's health. "The results will give us a long-term vision of how to keep our community healthy," Swinfard says.



See Swinfard's message from our health network's recent Community Annual Meeting at lvhn.org/checkup.

Researching and learning

We will continue to expand our educational partnership with the University of South Florida (USF). Through a program called SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.), we will begin educating medical students this spring. Students will spend their first two years at USF in Tampa, Fla., then spend their final two years in our health network, where they will live in our community.

"In the future, this partnership also will educate tomorrow's nurses, pharmacists, rehab specialists and public health professionals," Swinfard says.

To stay on top of the newest medical treatments, we also are creating a network office of research and innovation. It will bring all of our clinical research together and eventually allow for joint research projects in areas like cancer care with USF's Moffitt Cancer Center.

In patient care, research and education, Swinfard sees teamwork as essential to future success. It's why continuing colleague involvement in projects such as the System for Partners in Performance Improvement (to improve quality and reduce cost) and the Patient-Centered Experience initiative (to enhance every patient's experience) is vital. "The more we collaborate," he says, "the higher level of care we can deliver."

—Kyle Hardner

Ron Swinfard's Journey

School days—A native of Beulah, Mo., Swinfard spent his elementary school days inside this one-room schoolhouse.



Graduation—As a teenager, Swinfard graduated from Rolla High School in Rolla, Mo.



Teaching others—Prior to becoming a doctor, Swinfard taught high school biology and chemistry.



Family business—Swinfard's parents operated this general store in Beulah. His mother also was the town postmistress. "You could get your mail and your meat in one trip to the store," Swinfard says.



Military man—Swinfard spent 12 months in Vietnam, overseeing a group of 44 medics who cared for wounded soldiers.



Next step—In 2003, Swinfard moved from Missouri to Pennsylvania and became the health network's chief medical officer.

Their Spirits Live On

Colleagues who passed away in 2010 will always be remembered



He Exemplified Honor, Loyalty and Respect

Billy Barnes served our country with honor, earning a Purple Heart during Desert Storm as a member of a Navy Seal patrol. He brought the same passion and tireless dedication to his role as field service engineer for our health network. “He was a fiercely loyal friend and co-worker,” says colleague Ray Shunk. “His cheerful smile and ‘southern-style’ respect of others are terribly missed by all who called him ‘friend.’”

Just Like Mary Poppins

Support partner **Susan Brink** had a way of connecting with patients. She instinctively knew if someone was lonely or depressed—and was quick to pull up a chair and spend some time with those patients. “She went above and beyond what’s required on the job,” says colleague Paulette Kennedy, R.N. Colleagues say Brink had a Mary Poppins-like penchant for keeping everything “spit-spot,” and made everything she touched a little better.



A Model Employee

Joan Calaway’s history of modeling for Hess’ Department Store was apparent. “Joan was very elegant and sophisticated,” says colleague Gloria George, R.N. “She loved coming to work and was always professional.” As unit secretary for Health-Works, Calaway was a team player who enjoyed organizing work parties. She loved to cook, collect Tiffany lamps and shop on QVC. “Joan was beautiful, inside and out,” says colleague Tammy Mathisen.

An Ardent Learner

Diane Daniels joined our information services (I/S) team as an analyst for patient accounting. “She was a hard worker,” says colleague Lana Fetner. “In one year, she learned everything about patient accounting, which isn’t easy to do.” Daniels gave back to the community by volunteering with the Council of Churches and serving meals at the Daybreak food kitchen. She loved her two children, family, pets, gardening, traveling and sharing vacation photos.



Each February, we pause to remember colleagues who passed away the previous year. This year, we honor the memories of 14 colleagues.

A Passion for Progress

Lorraine Hermida loved to make things better. As a Lehigh Valley Hospital–Muhlenberg technical partner, she made patients feel better by humming their favorite tunes. “Where’s the humming lady?” they would ask if she took a day off. She later used her computer skills to enhance programs at our Simulation Center. “Lorraine never settled for the status quo,” says colleague Debbie Arnold, R.N. “She was always looking for new or better ways to get things done.”



Quiet, but Fun-loving

Reimbursement analyst **Susanne Knauss** was an invaluable member of Lehigh Valley Physician Group. “She was so knowledgeable and smart,” says colleague Ceil Sherman. “Susanne always knew the answer to your question, and if she didn’t, she’d find it.” Known to friends and family as “Susie,” Knauss was quiet but fun-loving. “She loved jewelry, collecting Polish pottery and meeting friends for dinner at Youell’s Oyster House,” says colleague Richard Wagner.



A Nursing Advocate

Virginia “Ginny” Kovalovich, R.N., helped open our ambulatory surgery unit and served as its director. A member of the Association of Operating Room Nurses, Kovalovich held education sessions in her home for colleagues preparing to take the certification test. “Education was important to her,” says colleague Glenda Garza, R.N. “She promoted nursing to its fullest.” Kovalovich loved spending time with her daughter and granddaughter, and traveling with her husband.



He Loved His Country

Matthew Gaffney was an emergency department nurse at Lehigh Valley Hospital–Cedar Crest. A first lieutenant in the Pennsylvania National Guard, Gaffney recently returned from a 14-month tour of the Horn of Africa and was excited to get back to treating patients. “He was great with difficult patients,” recalls Charlene Christman, R.N., his colleague and girlfriend. Gaffney loved his motorcycle, cooking, golf, his family and had an adventurous spirit. “We went skydiving for his 30th birthday—and he loved it.”





A Love of Life

Clinical information coordinator **Darlene Hamershock** was an animated storyteller with a great sense of humor. “Her smile went into her eyes,” says colleague Marlene Ritter. “She knew how to have fun.” Hamershock loved to shop, play practical jokes and visit Disney World with a group of colleagues called the “Disney Divas.” Devoted to her family, Hamershock treated colleagues the same way. “She was truly my sister,” says colleague Krista Casey. “There aren’t many people like her.”

The Kind-hearted ‘Snack Lady’

To her Lehigh Valley Hospital–Cedar Crest mail room colleagues, **Gertrud Kuhnash** was more than a dedicated messenger. She was the “snack lady” who purchased cookies, pretzels and candy for everyone to enjoy. Kuhnash also was an animal lover and hospice volunteer, spending many hours visiting with patients, especially children. “Gert was a kind-hearted person and a pleasure to work with,” says colleague Cheryl Hoffner. “We will sincerely miss her.”



Three Decades of Service

During her career, **Tresa Spack** was executive secretary to the president of what is now Lehigh Valley Hospital–Muhlenberg and to the executive director of Lehigh Valley Physician Group (LVPG). At LVPG, she sat near her daughter, Jess, who also worked there. “My mom worked hard, so we didn’t talk too much at the office,” says Jess, who’s now with the division of education. Spack loved to dress fashionably and watch her grandchildren. “She always said LVHN was like her family, and she is deeply missed by everyone,” Jess says.

Longtime Colleague, Friend

Gretchen Trigiani worked in various departments during her 35 years as billing coordinator. She spent most of those years at Lehigh Valley Hospital–Muhlenberg, and at one time ran the payroll for that site. “She was a very conscientious and dependable employee, and a pleasure to work with,” says colleague Ralph Erickson. She’s remembered as a devoted wife, mother and friend—and she’s missed by all.



Her Laugh Was Contagious

Roslyn Whitner worked here for more than three decades, the last two in supply chain management. She is remembered as a good friend and great listener. “Roz was the kind of person that stood by you when you needed somebody to be there,” says colleague Jan Podlesny. Whitner’s colleagues unanimously agree that her most memorable asset was her infectious sense of humor. “Roz made us laugh so hard we would end up crying,” Podlesny says.

She Had a Way With Patients

As office coordinator for the department of psychiatry, **Marianna Zach** was beloved by all. “She was incredible with patients,” says colleague Gail Stern, R.N. “She had a calm demeanor and was an excellent listener.” Zach was known for her love of family, folk and jazz music, and her penchant for flamingos. She also gave the best presents. “Her gifts were always so thoughtful and really fit your personality,” Stern says. “She was loved.”



—Lauren Fetterman, Amy Koch, Rick Martuscelli, Gerard Migliore



Education is empowering—Health coach Karen Panik, R.N. (right), explains medications to patient Frances Lehr of Allentown, during a recent home visit.

Empowering Our Patients

The Coleman Model of Care uses education to reduce readmission rates

The time immediately following discharge from the hospital can be difficult for patients with a newly identified chronic condition. They may be unfamiliar with new medications, unsure of what they're supposed to feel like, and unaware of symptoms or red flags that warrant a call to the doctor. All of this uncertainty can be a recipe for readmission to the hospital.



That's why we're piloting a health coach program for heart failure patients at Lehigh Valley Hospital-Muhlenberg. The health coach transitions people from inpatient to outpatient and empowers them to take care of themselves after discharge.

This nationally recognized, evidence-based practice is called the Coleman Model of Care. "This model shows a decrease in 'preventable' readmissions, as well as an increase in patient satisfaction, and improved patient-physician and patient-caregiver relationships," says Ann Casterlin, R.N., vice president of home health services. She's working with Vickie Cunningham, director of home care, and Donna Stevens, director of OACIS palliative care services, to roll out the pilot, which started in November.

Here's how it works. Patients who are newly diagnosed with a chronic condition are assessed by a case manager to see if they're a good match for this type of coaching intervention. If appropriate, the health coach visits the patient in the hospital to begin the education process. The coach reviews the patient's health records and develops an approach to help the patient understand his medication schedules, how to monitor his vital signs and the like. The coach also makes sure a follow-up visit has been scheduled with the patient's primary care physician and explains the importance of keeping the appointment.

Following discharge, the coach makes one home visit and three follow-up phone calls to the patient. These conversations, which take place over a 30-day period, focus on the identification and management techniques of personal red flags, as well as developing communication skills for the primary care relationship.

"Being diagnosed with a chronic disease isn't easy," Stevens says. "The health coach can ease some of the anxiety, teach the patient about the condition, explain how to take medications and discuss what to do if there are side effects. They coach empowers the patient to care for himself in the best way possible."

The pilot is funded for one year by Lehigh Valley Physician Hospital Organization. If results are good, the Coleman Model will likely be rolled out network-wide as we move to an Accountable Care Organization model and reimbursements for hospital readmissions change.

—Amy Koch

Come to Kids' Safety Day

Saturday, Feb. 26 (snow date Feb. 27)

10 a.m. – 2 p.m.

Lehigh Valley Hospital-Cedar Crest, Kasych Family Pavilion

Everyone in our community is invited to this free event. You'll learn how to help children practice wellness and discover the many services we provide to keep children healthy. You also can register for palm-scanning technology that quickly identifies patients, saving time during registration

and helping us provide safer, more efficient care. The event also will feature:

- Car safety seat education
- Fingerprinting by local law enforcement
- A virtual tour of our new Children's ER
- Interactive games that teach children how to avoid trauma and burn injuries

- Fitness classes that teach children fun ways to get and stay in shape
- Hand-washing demonstrations
- Information about our pediatric specialists
- Prizes for participation

She's an Advocate

Promoting our health network while at work is just as important as spreading the word about our services in the community. Michelle Derry realized this after only five months on the job. As rehabilitation liaison, Derry identifies Lehigh Valley Hospital-Cedar Crest patients who would benefit from physical, occupational or speech therapy and talks to them about using our outpatient services. "Ultimately they have the choice to go where they prefer," she says, "but I encourage them to stay within our health network for the most complete and consistent care."

Are you an advocate for our health network? If so, call 484-884-3175 or e-mail Richard.Martuscelli@lvhn.org and share your story in *CheckUp*.



facebook

What our fans are saying

The Wall

Displaying 3 of 70 wall posts.

Katie Dietrich wrote on Jan. 4:

I am going to be starting a job as a medical assistant in an LVHN practice in two weeks. Very excited. So proud to be working for such a great health care organization.

John Schellenberg wrote on Jan. 3:

I want to thank Dr. Nair, his staff and LVHN for the wonderful care and understanding given to my wife during her recent bout with cancer. They are a wonderful hospital and a real value to the community.

Dawn Fabian wrote on Dec. 22:

I am a mom whose daughter spent many a Christmas in the hospital. I want to say thank you to all who go above and beyond to bring Christmas to patients! You really do make a HUGE difference!

Join the conversation at facebook.com/lvhealthnetwork

The Buzz in Our Community

- Many organizations donated gifts to children in our pediatrics department who couldn't be home during the holiday season. Child-life specialists **Vanessa Gramm** and **Lisa Kelly**, and child-life assistant **Dawn Didra** helped coordinate the events and were interviewed by many news organizations.
- The mother of Kim Lowe, the woman featured in the "**Symphony of Care**" video shown during employee forums, posted a blog entry on blogger.com thanking us for the care we provide to patients like her daughter.
- *The Morning Call*, *East Penn Business Journal*, *Reading Eagle* and *The Kutztown Area Patriot* covered the old-order Mennonite barn-raising at the new **Health Center at Moselem Springs**. The barn will be used to temporarily house horse-drawn buggies.
- Citing our continuing efforts to lower health care costs and enhance the quality of care, *The Morning Call* interviewed president and chief executive officer **Ron Swinfard, M.D.**, for a feature story on the strength of our bottom line.
- 69 News (WFMZ-TV) and Service Electric TV-2 News highlighted our "Adopt-A-Family" program coordinated annually by our Professional Excellence Council.

—Matthew Burns

Read and view our news. Go to lvhn.org/news or visit the Network News section of the intranet (lvh.com) to see news clips (updated monthly).

A Guide to Our Care



Heart Care Through the Wrist

Did you know we perform cardiac catheterizations and angioplasties through the wrist? This technique is called radial-access coronary intervention. Its benefits, compared with the standard practice of inserting a catheter through the larger artery in the groin, include more patient comfort, less blood loss, fewer complications and a shortened patient stay in the hospital. Wrist catheterization can be performed on most patients, even those needing complex angioplasty and stenting.

Specialized Intensive Care for Children

Children and their families don't have to travel far for high-quality intensive care. Lehigh Valley Hospital–Cedar Crest is home to the region's only pediatric intensive care unit (PICU). PICU colleagues care for children with life-threatening illnesses, severe injuries and complex medical conditions, as well as respond to urgent requests for help in managing emergency situations from all hospitals in the region. Pediatric intensivists collaborate with a variety of pediatric specialists to ensure young patients from birth to 18 years of age receive the best possible care.



A Doctor You Should Know

Internal medicine physician Orlando J. Penaloza, M.D., recently joined Centro de Salud and The Hepatitis Care Center. A native of Venezuela, he is very aware that certain populations in the world have limited access to medical care—and the United States is no exception. He believes improved access to health care helps prevent the spread of infectious diseases such as viral hepatitis and HIV. That's why he's pleased to have joined our health network, where he will work with our underserved community in Allentown, as well as stay on the forefront of education and research for viral hepatitis and other conditions that affect the liver.

Care for Life-threatening Skin Disorders

Did you know our Burn Center treats more than burns? We also treat disorders that cause the outer layer of skin to shed. Patients with life-threatening conditions like toxic epidermal necrolysis (also known as Lyell's syndrome) or Stevens-Johnson Syndrome have a greater chance for survival if they receive care in our Burn Center. We treat 30-40 patients annually with these conditions.



New Breast Cancer Surgeon

Fellowship-trained, board-certified breast surgeon Lori A. Alfonse, D.O., has joined Lehigh Valley Surgical Oncology. She diagnoses and treats malignant and benign breast disease, and has a special interest in minimally invasive biopsy techniques. She is a graduate of Pennsylvania State University, received her medical degree from Philadelphia College of Osteopathic Medicine and completed fellowship training at Bryn Mawr Hospital. She is a surveyor for the National Accreditation Program for Breast Centers.

Help Us Build the Region's Only Children's ER

Participate in our employee campaign

Show your passion and help ensure that the children in our community receive the best possible emergency care by giving to our Children's ER fundraising campaign, "Built Just for Kids." The campaign kicks off on Jan. 20 and concludes on May 20 with a fun celebration, games and prizes.

To help create this special ER built just for kids, a goal of \$500,000 has been established for our employee campaign. Look for information on how you can participate in upcoming e-mails and packets sent to your home. You also can give today by clicking the "Give Now" icon on your SSO toolbar.

Now Online: 2011 Culture of Wellness Programs

To see what's new, visit the human resources website on the intranet ([lvh.com](#)) or [webSAI.com](#).

Pride in Our People



'Tis the season

As colleagues gathered for the annual holiday luncheon buffet at Lehigh Valley Hospital-Cedar Crest, children from the Early Education Center used the power of music to get people in the holiday spirit. The little carolers sang "Rudolph the Red-nosed Reindeer," "Jingle Bell Rock," "Feliz Navidad," and other holiday favorites to get everyone in a festive mood. This year, the children even had props and well-choreographed moves to go along with the songs.

'Cheers' for a safe holiday

For the 10th consecutive year, we hosted the Lehigh Valley DUI/Highway Safety Task Force's spirit-free holiday mix-off. At the event, community members learned about the dangers of drinking and driving, and sampled unique non-alcoholic holiday drinks. Colleagues chose the winning drink, a coconutty concoction called "Jack Frost" created by guest mixer Dave VanAllen, an EMS provider from the city of Allentown.



A passion for giving

College Heights OBGYN Associates (represented by Nina Rodriguez-Nagy and Patrick McIntyre, M.D) was one of the largest contributors to our United Way campaign. This year, 1,672 colleagues, a 17 percent increase from 2009, contributed to the campaign by donating \$350,060, a 14 percent increase from last year. This support will help the United Way of the Greater Lehigh Valley provide vital services such as literacy programs and food pantries in our community. Colleagues who gave to the United Way were eligible to win premium parking spaces. Visit [lvhn.org/checkup](#) to see the winners.

Schedule

For more details on classes (including times, locations and costs), call 610-402-CARE or visit lvhn.org/checkup.

Culture of Wellness

Starting Feb. 2 and 9 –
Baby Care Series

Feb. 3 – Breastfeeding Baby

Feb. 3 – Car Seat Check, FREE

Feb. 5 and 6 – Preparing for
Childbirth Weekend Class

Feb. 7 – Parent Workshop:
“No! I Won’t and You Can’t Make Me!”
– Effectively Handling
Power Struggles

Feb. 8 – CPR Family and Friends

Starting Feb. 12 – Chisel

Feb. 12 and 13 – Preparing for
Childbirth Weekend Class

Feb. 12 – Safe Sitter, Health
Center at Moselem Springs

Starting Feb. 15 – Country Line
Dancing

Starting Feb. 15 – Preparing for
Childbirth 4-week Series

Feb. 16 – Breastfeeding Baby

Feb. 16 – Corrective and
Protective Skin Care

Starting Feb. 16 – Zumba

Starting Feb. 17 – Energizing Yoga

Feb. 19 – Baby Care One-day class

Feb. 21 – Car Seat Check

Starting Feb. 21 – Staying Strong

Feb. 23 – CPR Family and Friends

Feb. 25 and 26 – Preparing for
Childbirth Fri.-Sat. Class

Feb. 26 – Kids Health Fair, FREE

Feb. 28 – Breastfeeding Baby

Benefits

Refer a Physician, Earn \$500

Special Events

Feb. 8, 9, and 10 – Social Security
Seminar

Employee Discounts

SKI SHAWNEE eTICKETING info
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Click on “Tickets & Passes,” drop
down to “E-Ticket login,” enter club
name “LVhealth” and password
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LVHN Recreation

Committee Events:

**Join the LVHN Recreation
Committee at the Lehigh Valley
IronPigs games on June 10, July
2 and 31, and Sept. 3.** Call Donna
Stout at 610-402-2410 to order
tickets.

Visit the “/LVH_Recreation_Comm”
bulletin board for more details.

Protecting Patient Information

Patients count on us to protect the information shared with us while they’re receiving care anywhere in our health network. Our annual eLearning Corporate Compliance bundle reminds you of the requirements mandated by the regulatory agencies that impact our health network.

Patient information may only be accessed to perform your job duties and responsibilities. In fiscal year 2010, nine employees were terminated and five were suspended for violating our “HIPAA Confidentiality” policy. Do your part by following our policies. If you are unsure if your role and responsibilities allow you to access confidential information, talk to your supervisor or call corporate compliance at 610-969-0501.

The Joint Commission 2011 Curriculum Bundle

The Joint Commission 2011 mandatory eLearning bundle will be released in early February and must be completed by March 31. The bundle includes courses designed to align with The Joint Commission’s 2011 regulations. Based on job responsibilities, users have been assigned clinical, nonclinical or home care versions of the bundle.

To access it, click on the eLearning icon on your SSO toolbar. To view your assignment, click the required training link on the eLearning Home Page. This release is the first of three mandatory eLearning bundles that will be available in 2011. Watch for the release of the OSHA and Corporate Compliance bundles.

Service Star of the Month



Ashanti Davenport, R.N. Nominated by Eric Wilson, M.D.

When chief of vascular and endovascular surgery Eric Wilson, M.D., heard that a good friend’s father was admitted to the emergency department (ED) with complications from cancer, he did the only thing he could to help. He called ED colleague Ashanti Davenport, R.N., and asked her to look after him.

Although the man faced serious health issues, his biggest complaint at the time was being cold. Within minutes, Davenport had him bundled up in a warm blanket and comfortable bed, and on his way to his room. “I was just doing my job,” Davenport says. “It wasn’t anything special. It’s just what I do for everyone that comes to the ED. I try to make each patient as comfortable as possible.”

The patient passed away several days later. However, Davenport’s care touched the patient and his family. “At the funeral, all they could say was that she was amazing,” Wilson says. “They thanked me, but all the care and compassion came without hesitation from Ashanti. She did a very special thing.”

—Matthew Burns

Congratulations to Award Nominees

Diane Begany, M.D., pediatric intensive care unit

Karen Zurn, R.N., Theresa Heigl, R.N., Robert VanIngen, Jr. and Deborah Lutz, emergency services, Lehigh Valley Hospital–Cedar Crest

Rebecca Rosario, acute surgical unit, Lehigh Valley Hospital–17th Street, and **Alan Yerger**, plant engineering

Patricia Andrews, radiation oncology

Arteria Fox, short stay hospital, Lehigh Valley Hospital–17th Street

Rovinder Sandhu, M.D., Surgical Specialists of the Lehigh Valley

Roslyn Harris, R.N., Lisa Cross, R.N., Amy Droskinis, R.N., Lourdes Fernandez, R.N., Stacy Riffert, R.N., Sheri Brady, intensive care unit, Lehigh Valley Hospital–Muhlenberg, **Lori Ryan and Michael Morrone**, respiratory care services

Marisa Tait, R.N., post anesthesia care unit

Jennifer Eicholtz, emergency services, Lehigh Valley Hospital–Cedar Crest

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don’t have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the “Find Fast” box and click on **Service Star Nomination**.

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HAPPY ANNIVERSARY

February 2011

35 Years

Donna Beahm
Emergency Services
Robert Ruhf
Surgery Education
Center

30 Years

Susan Bensinger
Ambulatory Surgical Unit
Dwight Bitting
MedEvac
Debra Bubba
Dept. of Pediatrics
Diane Conley
Cardiac Cath Lab
Tammy Jamison
Physician and Executive
Recruiting
Steven Onushco
Engineering
Debbie Schantz
Home Care
Doris Strobel
Progressive Coronary
Care Unit

25 Years

Susan Acker
Radiology
David Behler
Pharmacy
Nancy Bock
ICS Recovery
Kathleen Cochrane
NICU

Dian Compton
Nurse Staffing Office
Cheryl Dries
Radiation Oncology
Cathyann Feher
Dept. of Surgery
Jeanne Florian
5B Medical-Surgical
Debra Gilson
Hematology Oncology
Associates

Donna Hordendorf
Obstetrics
Stephen Kish
Emergency Services
Nancy Kochenberger
Obstetrics
Susan Landis
Enterostomal Therapy
Donna McNamara
Labor and Delivery
Joelle Morehouse
Home Care
Marie Porter
Endoscopy G.I. Lab
Barbara Salvadore
Operations

Deanna Shisslak
Parent Education
Richard Wagner
Revenue Cycle
Coordinators
Marie Yost
Lehigh Valley
Anesthesia Services

20 Years

Stacey Goebert
Lehigh Valley
Physician Practice
Rebecca Kapustiak
Central Scheduling
Theresa Sanders
Pharmacy
Debra Yelovich
Adolescent Transitions

15 Years

Angela Keck
Sleep Disorders Center
Gail Lutsky
Partial Hospitalization
Amal Mahmoud
Respiratory Care
Services
Loretta Pendry
Operating Room

10 Years

Brenda Benner
402-CARE
Donna Brixius
7A Neuroscience Unit
Paul Devlin
Nursing Float Pool
Richard Diefenderfer
Linen Services
Jane Fondl
Development
Eileen Grodziak
TOHU
Kathryn Hertzog
4T Medical-Surgical

Treena Horn
Perinatal Unit

Julia Houle
Home Care

David Kopes
Engineering

Joseph Magee
Internal Audit

Michelle Onuschak
NSICU

Suzanne Otto
Hematology Oncology
Associates

Alicia Quigley
Float Pool

Robert Rupert
MedEvac

Rosemary Santayana
LVPG Insurance
Enrollment

Jody Shigo
Transitional Trauma Unit

Amal Wehbeh
ABC Family Pediatricians

Teresa Williamson
ICU

Sandra Wilsey
Cardiology

Alan Yerger
Engineering

5 Years

Ryan Arnold
Patient Accounting
Judy Barreto Matos
7A Neuroscience Unit

Karyn Bennett
Regional Heart Center

Diana Bonaskiewich
Vision Specialists of LV

Brenda Brader
Muhlenberg Primary
Care

Gayle Burkhardt
Home Care

Linda Carfagna
5K Medical-Surgical

Rebecca Conway
Cardiac Cath Lab

Lisa Cortes
Central Scheduling

Suzanne Cressman
Caring Place

Doris Delorey
Medical Records

Janice Dominic-Mcardle
PACU

Scott Donmoyer
Information Services

Laurie Dottery
Physical Therapy

Robert Driscoll
Pharmacy

Barbara Elliott
Pediatric Gastroenterology

Leila Fay
Emergency Services

Mary Filiciotto
Nurse Staffing Office

Donna Geer
Operations

Richard Gould
TNICU

Trina Grace
Hematology Oncology
Associates

Mary-Elizabeth Gray
Bed Management

Ricki Kallish
3A IPCU

Ruthann Kaspern
The Guidance Program

Leanne Katchur
Radiology

Alicia Kocher
Peds Specialty
Central Office

Christine Kostecky
Perinatal Evaluation

Maria Leon
Interpreter Services

Suzanne Lewis
Radiation Therapy

Bernard Malas
Security

Karen McArdle
6C Medical-Surgical

Dinnette Medina
Infectious Disease

Robert Mee
Information Services

Tina Mundy
Emergency Services

Barbara Poland
Information Services

Christine Potterjones
Muhlenberg Primary
Care

Nichole Reich
Health Center at
Moselem Springs

Jill Rider
Pediatric Gastroenterology

Beatrice Rosario
Caring Place

Hilda Sainz
Helwig Center

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Radiation Therapy

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Erica Thompson
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Affairs

Sarah Tulio
Case Management

Wendy York
Health Center at
Moselem Springs

Vincent Zimbardo
Diagnostic Radiology

**Gwynneth
Zimmerman**
Adolescent Medicine